

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 SAJ-01 CIAE-00 INR-07 NSAE-00

USIA-15 /043 W

----- 010256

R 081232Z SEP 75

FM AMEMASSY MOSCOW

TO SECSTATE WAHSDC 4167

INFO USDOC WASHDC

UNCLAS MOSCOW 12733

USDOC FOR BEWT/TPD/ROBINSON

E. O. 11652: N/A

TAGS: BEXP, UR

SUBJ: PROPOSED SEMINAR/EXHIBITION ON RETAIL TRADE
MODERNIZATION

REF: MOSCOW 12447

1. DURING MEETING AT U.S. PAVILION AT INTERORGTEKNIKA-75 EXHIBITION ON SEPTEMBER 4, COMMERCIAL ATTACHE HAD OPPORTUNITY TO DISCUSS IN SOME DETAIL PROPOSED SEMINAR/EXHIBIT WITH DEPUTY MINISTER OF TRADE F.D. FESENKO. FESENKO HAD BEEN ADVISED OF PROPOSED EVENT BY MINISTRY'S FOREIGN RELATIONS CHIEF NESTEROV (SEE REFTEL) WHO WAS ALSO PRESENT AT MEETING.

2. FESENKO ADVISED THAT MINISTRY WAS QUITE INTERESTED IN PROPOSED SEMINAR/EXHIBIT AND WOULD SUPPORT COMMERCAIL OFFICE IN ARRANGING IT. HE EXPLAINED THAT PROPOSED SEMINAR/EXHIBIT FIT IN QUITE WELL WITH MINISTRY'S PLANS FOR MODERNIZATION OF RETAIL TRADE SECTOR, AND HE EXPRESSED INTEREST IN OBTAINING FOLLOWING INFORMATION FROM COMMERCAIL OFFICE IN ADDITION TO THAT SPECIFIED REFTEL:

1) A DESCRIPTION OF THE CODING SYSTEM FOR FOOD PRODUCTS FOR USE IN CONNECTION WITH LASER/OPTICAL CHECK-OUT EQUIPMENT. NATIONAL CASH REGISTER HAS GIVEN FESENKO DESCRIPTIVE MATERIAL
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ON NCR'S LASER/OPTICAL EQUIPMENT, BUT DEPUTY MINISTER WOULD

LIKE TO HAVE MATERIAL DESCRIBING HOW CODES WERE DEVELOPED FOR USE WITH THIS EQUIPMENT.

2) DESCRIPTIVE MATERIAL ON BOTH SHORT-TERM AND LONGER-RANGE RESEARCH PROJECTS UNDERTAKEN BY U.S. GOVERNMENT AND PRIVATE ORGANIZATIONS TO FORECAST DEMAND FOR INDIVIDUAL TYPES OF CONSUMER GOODS. THIS TYPE OF MARKET RESEARCH IS DEPUTY MINISTER FESENKO'S SPECIALTY AND HE TEACHES COURSES ON MARKET RESEARCH AT MINISTRY OF TRADE'S SCIENTIFIC/RESEARCH INSTITUTE.

3. PLEASE ADVISE IF ABOVE INFORMATION CAN BE PROVIDED. IF USDOC/BEWT UNABLE TO OBTAIN THIS INFORMATION, PLEASE ADVISE POSSIBLE SOURCE OR SOURCES WHICH COMMERCAIL OFFICE CAN CONTACT DIRECTLY.

4. NATIONAL CASH REGISTER IS DEFINITELY INTERESTED IN PARTICIPATING IN SEMINAR/EXHIBIT AND WILL CONTACT BEWT/TPD SHORTLY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MOSCOW12733
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750310-0264
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750974/aaaacntk.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 MOSCOW 12447
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 04 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 MAR 2003 by maustmc>; APPROVED <28 JAN 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED SEMINAR/EXHIBITION ON RETAIL TRADE MODERNIZATION
TAGS: BEXP, UR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006